

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. COURSE TITLE

Critical Discourse Analysis

2. COURSE CODE

ENGL3206

3. NO. OF UNITS

3 Units

4. OFFERING DEPARTMENT

Department of English Language and Literature

5. PREREQUISITES

ENGL2005 Introduction to the Study of Language

6. MEDIUM OF INSTRUCTION

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7. AIMS & OBJECTIVES

- 1) To introduce analytical techniques of critical discourse analysis; and
- 2) To develop critical awareness of how ideologies position discourse.

8. COURSE CONTENT

- I. Genre and the Organisation of Text
- II. Text and Conceptual Meaning
- III. Text and Interpersonal Meaning
- IV. The Language of Politics
- V. The Language of Advertising
- VI. Gender and Discourse
- VII. The Language of Newspapers

9. COURSE INTENDED LEARNING OUTCOMES (CILOs)

CILO	By the end of the course, students should be able to:
CILO 1	Examine the influence of power relations between writers and readers and in

	the wider social contexts with a range of analytical tools.
CILO 2	Investigate the influence of power relations in various types of texts from different social contexts with the appropriate analytical tools
CILO 3	Explain how ideologies are involved in producing and interpreting texts
CILO 4	Conduct a small research project on language and ideology

10. TEACHING & LEARNING ACTIVITIES (TLAs)

CILO alignment	Type of TLA
CILO 1	Explore different approaches to analyse language and power
CILO 2	Apply appropriate tools to analyse interpersonal relationships in various types of texts
CILO 3	Discuss the influence of ideology in the production and interpretation of authentic texts
CILO 4	Explore interrelatedness of ideology and text production and interpretation through actual data collection and analysis

11. ASSESSMENT METHODS (AMs)

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Group Project	40 %	1, 2, 3, 4	Coursework may consist of mid-term test, group project and its report, and term paper to consolidate students' understanding of the taught contents, raise their awareness to the impact of ideologies in text, and enhance their analytical ability.
Presentation	20 %	1, 2, 3, 4	Coursework may consist of mid-term test, group project and its report, and term paper to consolidate students' understanding of the taught contents, raise their awareness to the impact of ideologies in text, and enhance their analytical ability.
Examination	40 %	1, 2, 3	The final examination assesses students' abilities to critically analyse discourse.

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